

Refine Search

Search Results -

Terms	Documents
L14 and L1	1

Database:

US Pre-Grant Publication Full-Text Database
 US Patents Full-Text Database
 US OCR Full-Text Database
 EPO Abstracts Database
 JPO Abstracts Database
 Derwent World Patents Index
 IBM Technical Disclosure Bulletins

Search:

L18

Refine Search

Recall Text

Clear

Interrupt

Search History

DATE: Monday, April 04, 2005 [Printable Copy](#) [Create Case](#)

<u>Set Name</u> side by side	<u>Query</u>	<u>Hit Count</u>	<u>Set Name</u> result set
<i>DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR</i>			
<u>L18</u>	L14 and l1	1	<u>L18</u>
<u>L17</u>	L14 and l16	0	<u>L17</u>
<u>L16</u>	L14 and cpc	0	<u>L16</u>
<u>L15</u>	L14 and rank\$	1	<u>L15</u>
<u>L14</u>	6421675.pn.	1	<u>L14</u>
<i>DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR</i>			
<u>L13</u>	L12 and cpc	1	<u>L13</u>
<u>L12</u>	davis.in. and "pay-for-placement"	7	<u>L12</u>
<u>L11</u>	L10 or l8	19	<u>L11</u>
<u>L10</u>	L9 and l7	12	<u>L10</u>
<u>L9</u>	L1 and @pd<=20010926	91	<u>L9</u>
<u>L8</u>	L7 and l2	19	<u>L8</u>

<u>L7</u>	L3 or 15	6118	<u>L7</u>
<u>L6</u>	L5 and 12	19	<u>L6</u>
<u>L5</u>	705/26-27.ccls.	4430	<u>L5</u>
<u>L4</u>	L3 and 12	0	<u>L4</u>
<u>L3</u>	705/20,22,28-29.ccls.	1912	<u>L3</u>
<u>L2</u>	L1 and @ad<=20010926	155	<u>L2</u>
<u>L1</u>	(cpc\$ or ("cost per click" or "cost-per-click")) and (rank\$ or place\$ or position\$) and adverti\$	270	<u>L1</u>

END OF SEARCH HISTORY

[First Hit](#) [Fwd Refs](#) [Previous Doc](#) [Next Doc](#) [Go to Doc#](#)**End of Result Set**

Generate Collection

Print

L18: Entry 1 of 1

File: USPT

Jul 16, 2002

DOCUMENT-IDENTIFIER: US 6421675 B1

TITLE: Search engine

Brief Summary Text (7):

These results are in the form of a list, ranked according to criteria specific to the search engine. These criteria may range from the number of occurrences of the key-words anywhere within the searched text, to methods giving a weighting to key-words used in particular positions (as previously mentioned). When multiple key-words have been used, sites are also ranked according to the number of different key-words applicable. A fundamental drawback of all these ranking systems is their objectivity--they are determined according to the programmed criteria of the search engine, and the emphasis placed on particular types of site design, rather than any measure of the actual users' opinions. Indeed this can lead to the absurd situation whereby in an attempt to ensure a favorable rating by the most commonly used search engines, some designers deliberately configure their sites in the light of the previously mentioned criteria, to the detriment of the presentation, readability and content of the site.

Detailed Description Text (7):

In order for keyword suggestion to take place, which the user may or may not select, there is preferably an initial step 28 in which the type of keyword search algorithm to use is selected. Although many systems may have only one such algorithm, various ones, as described hereinafter, are possible. Once the keyword search algorithm is selected, step 30 follows in which, based upon a keyword entered by a user, the current set of keyword data is operated upon to determine associated keywords. The results of this operation are then displayed to the user in 30. This capability, and how it is implemented, will be described in more detail hereinafter.

Detailed Description Text (8):

The previously mentioned web page and keyword selection capabilities inured to the direct benefit of the end user. Another novel feature of the present invention, which indirectly inures to the benefit of the end user, directly benefits the advertiser, because it allows for content to be targeted in real time based upon various criteria. As will be described more fully hereinafter, a content providing algorithm is initially selected which will determine how content is selected in step 34. Step 36 follows, and based upon inputs from users and content providers, which content to show is determined. Thereafter, the advertisements are displayed for the user to see, simultaneously with the display of either keywords and/or web pages

Detailed Description Text (19):

Hit-list: The list of web-pages URL addresses) that is the result of the key-word search. This hit-list ranks the relevance of the web-pages relative to the key-word. This hit-list always has a key-word associated with it.

Detailed Description Text (51):

When the general profile type setting is used (ranked based on X1), the Basketball

site would be ranked at the top. When the New Zealand setting is chosen (ranked based on X:2) the rugby site would be highest. This would be a reflection of the preferences of the New Zealanders. This is a very simple method of storing the preference of different groups of people. One would expect New Zealand-based rugby web-sites to rate higher than an overseas site on the New Zealand list, but there is no reason that this has to be the case. Someone in Spain may have the best Rugby site in the world. The system evaluates web-pages only on the perceived quality of information by the users--the physical location of the site is immaterial.

Detailed Description Text (85):

The selection of a content provider's banner after a keyword search counts as a hit for their web-page (increment the value of X). This will enable their web pages to possibly go up the popularity list associated with the keyword. This acts as a mechanism to enable a web-page developer to pay to be seen with a keyword. They can not pay to go up the popularity list--this will only occur if people visit their site and spend time there and record a valid hit for the popular list. The values of a content hit can vary (e.g. it could be 1 or 0.5 or 7) depending on the emphasis one wants to place how much that content affects the popularity ranking.

Detailed Description Text (89):

The data collected for Table 9 is used to recalculate the values of X in Table 3 after a predetermined time period. The frequency of updating Table 3 will influence the value of the History factor (HF) chosen. The reason for multiplying the existing X by a "history factor" is so that the perceived popularity does not last indefinitely. The history factor reduces the weighting attached to the past popularity. To illustrate by way of an example, the key-word "sports news" may have an existing popularity with the following ranking (based on the number of hits per web-page, X)

Detailed Description Text (115):

The numbers (X, Y and Z) in Table 3, which correspond to keyword URL link table 172 in FIG. 5 contain all the information required to give the following types of searches 58: Popular-list search ranked hit-list of the most popular URLs for that keyword based on the number X Hot off the press search ranked hit-list of newest URLs for the keyword based on the date/time (Z) High-flyers search ranked hit-list of best emerging URLs based the difference between X and Y Random search hit-list that is a random sample of URLs that have any of the numbers X, Y or Z Date created search this is hit-list based on the date time Z and the user-specified date of interest (not just the newest)

Detailed Description Text (116):

The personal link table 174 also allows past preferences to be listed as search results Previous favorites search is a ranked hit-list base on the previous popularity for the individual (X from Table 6). This search is based only on the previous searching of the individual user. This allows the users to very quickly find site that they have previously visited.

Detailed Description Text (118):

These search results can be combined in a number of different ways Collective search ranked hit-list that is a collection of any of the search hit-lists described above (this is the default set of search results) Customized search ranked hit-list that can be a user defined combination of any of the above lists.

Detailed Description Text (128):

The high-flyer list is calculated by comparing the old popular ranking (Y) and the new popular ranking (X) from Table 3. From this the percentage increase in hits is calculated. An alternative method would be to rank the rate of change of popularity by the number of places they rose compared to last time.

Detailed Description Text (137):

This is a list of content, such as advertisements, associated with the key-word, which the user cannot control. The ones that have paid the most will be at the top of the list, as described further hereinafter, in accordance with the preferred embodiment of the invention. Of course, other systems for identifying the order of paying content providers can also be implemented.

Detailed Description Text (142):

Another embodiment of the personal preference search includes specifying the date the web page was last visited, with or without using a keyword. The web pages are then ranked based on Z in personal links table 174 of FIG. 5. For example if a user looked at a site in the middle of last year the user can refine the search by date, thus making it easier to find a previously useful web-pages more easily, even if they could not remember the relevant keyword

Detailed Description Text (155):

Different popular hit-lists may be employed to provide results which would reflect different cultural, geographical, professional, gender or age interests. Thus, as shown in FIG. 14, when a user enters a keyword and User ID in step 490, the default profile of the user can be used to reflect the type of web pages that people of the same "group" as the user profiles desire to see. Thus, the search that takes place in step 494 is based on the subscripted X, Y and Z values obtained from the default profile of people of those "group" affiliations identified in the user's personal profile obtained in step 492. Thus, the rather than an overall global search result, search results are obtained particularized for the group that the user identifies with. The resulting list of web pages, derived from steps 496 and 498, as have been previously described, are particularized for that group.

Detailed Description Text (157):

The relevance of such sites will evolve automatically, without any active evaluation of the sites by the search engine operator or the user. There are no complex algorithm required to analyze the relevance of web-sites for particular types of users. Instead, the type of site deemed relevant will be decided by those users selecting those characteristics for their profile type, i.e. American females interested in rock-climbing. Sites of greater relevance will naturally attract more hits, increasing their ranking and thus increasing the chance of a subsequent user also investigating the site. In the above example, any web sites listed for the keyword 'accommodation' which were unrelated to optometry, sight, lens, vision, etc., would not be accessed for the period of time required to make a valid hit. It would therefore receive a very low ranking and hence be even less likely to be accessed by Her users.

Detailed Description Text (185):

As shown in FIG. 20, a keyword link table 696 and a cumulative keyword trace table 698 are used along with the previously described security table 168 to create the data sets for suggested keywords. The key-word link table 696, shown in Table 10 below, records how often each key-word is selected from the suggested key-word list. This can then be used to rank the usefulness of different key-words relative to each other.

Detailed Description Text (197):

One manner is by ranking the values of X in the keyword link table 696 (Table 10). This ranked list of keywords is combined with keywords from a normal search of keywords, described previously with respect to step 646 of FIG. 19.

Detailed Description Text (203):

When searching on the Internet, various different web pages listings and web pages are displayed as has been described. One common characteristic of each these different web page listings that have been described is that when they are displayed they appear substantially identical to one another. As shown in FIG. 25, each of the different listings 900, though the text may be different, is otherwise

visually identical. Other listings 902, however, are many times larger than the listings 900, may include graphical content, and appear more prominent when displayed to the user. Such listings can contain the same content as a web page listing, or other content, such as advertisements, pictures, editorials and the like.

Detailed Description Text (215):

Content provider data table 812 of FIG. 23 is illustrated in more detail below as Table 14 and contains information about the content provider, such as name, address, advertiser, content information such as the Bitnap (HTML or Java applet or similar) that the content 902 will use and a unique number to identify each different item of content 902.

Detailed Description Text (217):

Populating the Personal Profile Content Data H is the cumulative number of hits for each profile type and this information is taken directly from Table 1 (sum of the indexed W's). N is the number of items of content 902 sent out associated with the personal profile. This is incremented each time an item of content 902 is sent out that is specifically associated with that profile type 810. The values for A 808 are placed, through an entry process akin to bidding, for each profile type. The content provider can also enter a maximum M they are prepared to pay, or vote, as the case may be. T is the total for each profile type, and is the sum of As. P is the content value for each profile and is T/N .

Detailed Description Text (232):

The new content provider then enters the selection factor A and the system can then instantly calculate the new value (P) based on the new total bids (T). The advertiser can also be told the number of views per month they are likely to get for their bid ($N*(A/T)$). These changes are calculated in real-time to give the new content provider an indication of how their bid will influence the value and the views they will receive for their bid. If a value and number of views are agreeable to the advertiser they can choose to submit it as a bid for the defined period, such as a day, week, or month, for instance. The details of other content providers are, preferably, not made public. Content providers may also enter a maximum value M they can part with for their content. This provides content providers with some security against paying too much if the value changes. If the value goes too high then a content provider's bid can drop off the list (if P is greater than M then A is not counted as a bid for that particular content provider). The bid would go back on the list if the value went down again, thus acting as a stabilizing mechanism. The content provider can, in a preferred embodiment, be notified by e-mail if their content 902 has dropped off the list due to their value limit M.

Detailed Description Text (233):

As shown by the content provider details table 812 of FIG. 24, for instance, content providers thus have an account with the search engine proprietors and procedures for debiting their account for their content is automatically calculated from the account details on a periodic basis. An electronic statement of the number of views, cost per view, number of click-throughs and cost per click-through for each content provider is also forwarded to each content provider, since this information is also stored in content provider details table 812 (Table 14). In a preferred embodiment, it is possible to identify clusters of similar keywords based on the keyword link table. The reason for identifying clusters of keywords is so that content 902 can be targeted at groups of words rather than just individual words. The cluster for the key-word "car" may include hundreds or thousands of words that have links to the word car (e.g. convertibles, automobiles, vans). Statistical clustering techniques are used to define the size and frequency of keyword clusters. This makes it a much more automatic process than an editor deciding on clusters of keywords for content provider's to target.

Detailed Description Text (237):

Controlling the search engine system There are a number of parameters that can change the way in which the search engine according to the present invention ranks web pages. These factors (described in detail below) are: History factor

Detailed Description Text (269):

The profile type information from the search engine could be used as a passport so that other advertisements on the Internet could be more targeted to different audiences. This profile type information could also be used by web-page developers to customize their web-page for different sets of users.

Detailed Description Paragraph Table (1):

Input data set Output data set Key-word (temporary) Hit-list - Ranked hit-list of Database to match the key-word with Web-pages (temporary) (permanent) Permanent data set: Retained long term (although it changes over time) Temporary data set: Created only for the duration of the search Surfer trace: This is a measure of how users search. It is a trace of the key words they search for, the URLs subsequently selected and how long they spend there, from which a ranking of web-pages for a users (surfers) can be calculated. It is a measure of which web-pages they found most useful after the key-word search. The combination of all surfer traces is used to create a users' choice hit-list.

Detailed Description Paragraph Table (2):

Input data set Output data set Key-word (temporary) Surfer trace - A list of user User selections from initial search web-pages users found useful for results (temporary), i.e. Web pages each key-word (can be permanent or visited (URLs) temporary) Times spent at each URL IP address of user Users' choice hit-list: This is a semi-permanent ranking of web-pages associated with every key-word and indicates how useful Internet users found each of the web-pages associated with the key-word The users' choice hit-list is incrementally updated by a new surfer trace.

Detailed Description Paragraph Table (3):

Input data set Output data set Surfer trace (can be permanent or New Users' choice hit-list - Ranked temporary) hit-list of "popular" Web-pages Users' choice hit-list (permanent)* (permanent) The initial users' choice hit-list will be the surfer trace. New web-page list: This is a list of new web-pages that is created by URL submissions from web-page developers. When a web developer updates a web-page, they can submit the web-page address, brief information about the page and a list of key-words that the developer decides are relevant. The web-page is then placed on the top of each of the key-word new web-page lists.

Detailed Description Paragraph Table (6):

Input data set Output data set Old Users' choice hit-list - High-flyers hit-list: A ranked list of (temporary) web-pages that are rising in popularity New Users' choice hit-list - the fastest (permanent) Personal hit-list: This is a list of web-pages the individual user has found most useful for each key-word search they have done in the past It is like an automatic book-marking data set for each individual user.

Detailed Description Paragraph Table (7):

Input data set Output data set Key-word Personal hit-list: A ranked list of Individual surfer trace - (permanent) web-pages that an individual has found useful in the past Collective Search hit-lists. This can be a combination of any of the above hit-lists. There are many different ways these hit-lists can be combined.

Detailed Description Paragraph Table (8):

Input data set Output data set Crawler hit-list (temporary) Collective Search hit-lists - (Default) Users' choice hit-list (permanent) Ranked hit-list of Web-pages Advertisers' list (permanent) displayed to the user after the key- New web-page list (permanent) word search. It can be a combination High-flyers list (permanent) of any of the hit-lists above Personal hit-list (permanent) (temporary) Crawler

key-word list: This is a list of key-word suggestions that the user may find useful. This is found by matching the key-word entered by the user to the database of key-words and phrases that other users have tried. This is the equivalent of the crawler hit-list, though it is a ranking of key-words rather than Web-page. The method for doing this uses a similar algorithm to a spell-checker only it does it for phrases. It also suggests Key-words, based on previous URL selections from sequences of user key-words.

Detailed Description Paragraph Table (9):

Input data set Output data set Key-word (temporary) Ranked hit-list of other key-words the Database of all key-words used user may want to try (temporary) (permanent) Surfer keyword list: This is a data set comprised a list of key-words that the individual user found useful after the key-word was selected. This is found by tracking which key-words the user decided to use. This is equivalent to the surfer trace.

Detailed Description Paragraph Table (10):

Input data set Output data set Key-word (temporary) Ranked list of other key-words Data about what key words were used (associated with the key-word) that from the key-word suggester this individual user found useful (semi-permanent) key-word suggester: This is a data set consisting of a permanent ranking of other key-words that users have found useful, compiled from successive surfer key-word lists and is linked to each key-word (this is equivalent of the users' choice hit-list).

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[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**

Generate Collection

Print

L20: Entry 1 of 1

File: USPT

Jul 16, 2002

DOCUMENT-IDENTIFIER: US 6421675 B1

TITLE: Search engine

Detailed Description Text (34):

Another method of tracking where a user may connect to from an initial URL selection (if they do not return to the search result page) is to run the selected web-pages as part of a 'frame' located at the search engine web-site. This permits a complete record of the web pages visited to be recorded after a keyword is entered. However, this imposes an additional level of complexity to the system with a possible decrease in system response time.

Detailed Description Text (84):

Due to the variations in web-site capabilities in terms of log-on times, down loading times, bandwidth, and response times, the predetermined time used to denote a valid 'hit' may be suitably altered. Specialist web crawlers may be employed to independently validate such data.

Detailed Description Text (264):

There is currently a substantial global requirement for online help and support particularly for computer/software applications. Such a need would be considerably assuaged by use of the present invention as the software developers obtain a direct feedback to the type and frequency of particular inquiries, whilst the users receive the accumulated benefit of the previous users. Different profile types would enable the answers to be provided in an appropriate form for the user, e.g. novice, expert, etc. The keyword suggester may, for example, suggest searching with keywords (questions) more likely to yield a satisfactory response. There can be a range of answers to each question and as the system learns it will converge on to the best answers.

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[First Hit](#) [Fwd Refs](#) [Previous Doc](#) [Next Doc](#) [Go to Doc#](#)☐ [Generate Collection](#) [Print](#)

L12: Entry 5 of 7

File: USPT

Jul 31, 2001

US-PAT-NO: 6269361

DOCUMENT-IDENTIFIER: US 6269361 B1

**** See image for Certificate of Correction ****

TITLE: System and method for influencing a position on a search result list
generated by a computer network search engine

DATE-ISSUED: July 31, 2001

INVENTOR-INFORMATION:

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APPL-NO: 09/ 322677 [PALM]

DATE FILED: May 28, 1999

INT-CL: [07] G06 F 17/30

US-CL-ISSUED: 707/3; 707/2, 707/4, 707/5

US-CL-CURRENT: 707/3; 707/2, 707/4, 707/5FIELD-OF-SEARCH: 707/2-5, 707/10, 707/501, 706/12, 709/219, 709/202, 705/1, 705/14,
705/10, 705/37, 705/26-29

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected](#)[Search ALL](#)[Clear](#)

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>5659732</u>	August 1997	Kirsch	395/605
<input type="checkbox"/>	<u>5704560</u>	January 1998	Del Monte	
<input type="checkbox"/>	<u>5717923</u>	February 1998	Dedrick	396/613
<input type="checkbox"/>	<u>5724424</u>	March 1998	Gifford	380/24
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<input type="checkbox"/>	<u>5748954</u>	May 1998	Mauldin	395/610
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<input type="checkbox"/>	<u>5794210</u>	August 1998	Goldhaber et al.	
<input type="checkbox"/>	<u>5826241</u>	October 1998	Stein et al.	705/26
<input type="checkbox"/>	<u>5848397</u>	December 1998	Marsh et al.	
<input type="checkbox"/>	<u>5848407</u>	December 1998	Ishikawa et al.	707/2
<input type="checkbox"/>	<u>5852820</u>	December 1998	Burrows	
<input type="checkbox"/>	<u>5855008</u>	December 1998	Goldhaber et al.	
<input type="checkbox"/>	<u>5864845</u>	January 1999	Voorhees et al.	
<input type="checkbox"/>	<u>5864846</u>	January 1999	Voorhees et al.	
<input type="checkbox"/>	<u>5903882</u>	May 1999	Asay et al.	705/44
<input type="checkbox"/>	<u>5918014</u>	June 1999	Robinson	
<input type="checkbox"/>	<u>5920854</u>	July 1999	Kirsch et al.	
<input type="checkbox"/>	<u>5920859</u>	July 1999	Li	
<input type="checkbox"/>	<u>6078866</u>	June 2000	Buck et al.	702/2

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WO 0041090	July 2000	WO	

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ART-UNIT: 215

PRIMARY-EXAMINER: Millin; Vincent

ASSISTANT-EXAMINER: Nguyen; Cuong H.

ATTY-AGENT-FIRM: Brinks Hofer Gilson & Lione

ABSTRACT:

A system and method for enabling information providers using a computer network such as the Internet to influence a position for a search listing within a search result list generated by an Internet search engine. The system and method of the present invention provides a database having accounts for the network information providers. Each account contains contact and billing information for a network information provider. In addition, each account contains at least one search listing having at least three components: a description, a search term comprising one or more keywords, and a bid amount. The network information provider may add, delete, or modify a search listing after logging into his or her account via an authentication process. The network information provider influences a position for a search listing in the provider's account by first selecting a search term relevant to the content of the web site or other information source to be listed. The network information provider enters the search term and the description into a search listing. The network information provider influences the position for a search listing through a continuous online competitive bidding process. The bidding process occurs when the network information provider enters a new bid amount, which is preferably a money amount, for a search listing. The system and method of the present invention then compares this bid amount with all other bid amounts for the same search term, and generates a rank value for all search listings having that search term. The rank value generated by the bidding process determines where the network information providers listing will appear on the search results list page that is generated in response to a query of the search term by a searcher located at a client computer on the computer network. A higher bid by a network information provider will result in a higher rank value and a more advantageous placement.

67 Claims, 9 Drawing figures

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Generate Collection

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L22: Entry 1 of 2

File: USPT

Jul 13, 2004

US-PAT-NO: 6763334

DOCUMENT-IDENTIFIER: US 6763334 B1

TITLE: System and method of arranging delivery of advertisements over a network
such as the internet

DATE-ISSUED: July 13, 2004

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Matsumoto, Takuya	Toyonaka			JP
Kidera, Shiro	Ebina			JP
Ishii, Ryuichi	Yokohama			JP

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Action Click Co., Ltd.	Tokyo			JP	03

APPL-NO: 09/ 457591 [\[PALM\]](#)

DATE FILED: December 9, 1999

INT-CL: [07] [G06 F 17/60](#)

US-CL-ISSUED: 705/14; 705/26, 705/27, 709/217

US-CL-CURRENT: [705/14](#); [705/26](#), [705/27](#), [709/217](#)

FIELD-OF-SEARCH: 705/26, 705/27, 705/14, 463/41, 709/217

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected](#)[Search ALL](#)[Clear](#)

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FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
10-254829	September 1998	JP	
11-154159	June 1999	JP	
WO 98/34189	August 1998	WO	

ART-UNIT: 3622

PRIMARY-EXAMINER: Young; John L.

ATTY-AGENT-FIRM: Rader, Fishman & Grauer PLLC

ABSTRACT:

A method and system of arranging advertisements on a network for a potential media owner or affiliate to sell ad space on a network media to an advertiser. The advertiser's conditions and the affiliate's acceptance are made on the network through an agent's server. The server provides an invitation page for entry of the advertiser's conditions. The conditions are disclosed to the affiliate on the network. When the affiliate accepts the conditions on the network, the agent's server responds to make an advertisement contract, and allocates an advertiser's web site to the ad space of the network media. The number of the responses made to the advertisement is counted at the agent's server, which delivers statistical data of the counted responses on the network to the advertiser and the affiliate for determination of the payment and for evaluation of the effectiveness of the advertisement.

26 Claims, 9 Drawing figures

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[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**☐

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L22: Entry 2 of 2

File: USPT

Aug 22, 2000

US-PAT-NO: 6108639

DOCUMENT-IDENTIFIER: US 6108639 A

TITLE: Conditional purchase offer (CPO) management system for collectibles

DATE-ISSUED: August 22, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Walker; Jay S.	Ridgefield	CT		
Van Luchene; Andrew S.	Norwalk	CT		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
priceline.com Incorporated	Stamford	CT			02

APPL-NO: 08/ 964967 [\[PALM\]](#)

DATE FILED: November 5, 1997

PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATIONS This application is a continuation-in-part of U.S. patent application Ser. No. 08/889,319, filed Jul. 8, 1997, which is a continuation-in-part of U.S. patent application Ser. No. 08/707,660, filed Sep. 4, 1996, now U.S. Pat. No. 5,794,207, each incorporated by reference herein.

INT-CL: [07] [G06 F 17/60](#)

US-CL-ISSUED: 705/26; 705/27, 705/37

US-CL-CURRENT: [705/26](#); [705/27](#), [705/37](#)

FIELD-OF-SEARCH: 705/1, 705/26, 705/27, 705/35, 705/37, 705/38, 705/39, 235/375, 235/379, 235/380, 235/381, 379/90.01, 340/825.26, 340/825.27, 340/825.28, 340/825.29, 402/22, 402/24

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

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PAT-NO

ISSUE-DATE

PATENTEE-NAME

US-CL

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April 1971

Adams et al.

705/37

☐[4247759](#)

January 1981

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235/381

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ART-UNIT: 271

PRIMARY-EXAMINER: Tkacs; Stephen R.

ATTY-AGENT-FIRM: Morgan & Finnegan, L.L.P. Brandt; Jeffrey L.

ABSTRACT:

A collectible conditional purchase offer (CPO) management system is disclosed for receiving and processing individual CPOs from buyers for one or more collectibles, such as coins, stamps, art prints, comic books, baseball cards, jewelry, or other used or secondary market goods. The collectible CPO management system processes each received CPO to determine whether one or more sellers are willing to accept a given collectible CPO. If a seller accepts a given CPO, and ultimately delivers goods complying with the buyer's CPO, the buyer is bound on behalf of the accepting seller, to form a legally binding contract. The CPO is guaranteed, for example, by a general-purpose account, such as a credit or debit account. Once a CPO is accepted by a seller, but before completing the transaction, the goods are preferably forwarded to a dealer/authenticator for evaluation. The dealer/authenticator preferably validates, authenticates and optionally guarantees the goods, while also serving as the distribution point for the collectibles sold by the collectible CPO management system. In order to ensure that at least one of the accepting sellers will have the collectible item in the condition specified by the buyer, a number of sellers may conditionally accept each CPO. Each of the accepting seller(s) are preferably prioritized into a hierarchy based on predetermined criteria.

30 Claims, 16 Drawing figures

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Generate Collection

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L5: Entry 1 of 1

File: USPT

Sep 26, 2000

US-PAT-NO: 6125361

DOCUMENT-IDENTIFIER: US 6125361 A

TITLE: Feature diffusion across hyperlinks

DATE-ISSUED: September 26, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Chakrabarti; Soumen	San Jose	CA		
Dom; Byron Edward	Los Gatos	CA		

US-CL-CURRENT: 707/3; 707/1, 707/4, 707/5, 707/6, 707/7

ABSTRACT:

A system and method for ranking wide area computer network (e.g., Web) pages by popularity in response to a query. Further, using a query and the response thereto from a search engine, the system and method finds additional key words that might be good extended search terms, essentially generating a local thesaurus on the fly at query time.

36 Claims, 6 Drawing figures

Exemplary Claim Number: 17

Number of Drawing Sheets: 5

[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**

Generate Collection

Print

L5: Entry 1 of 1

File: USPT

Sep 26, 2000

DOCUMENT-IDENTIFIER: US 6125361 A

TITLE: Feature diffusion across hyperlinks

Abstract Text (1):

A system and method for ranking wide area computer network (e.g., Web) pages by popularity in response to a query. Further, using a query and the response thereto from a search engine, the system and method finds additional key words that might be good extended search terms, essentially generating a local thesaurus on the fly at query time.

Brief Summary Text (5):

The wide area computer network known as the Internet, and in particular the portion of the Internet known as the World Wide Web, affords users access to a large amount of information. Not surprisingly, several search engines have been provided into which users can input queries, and the search engines use various schemes to return lists of Web sites in response to the queries, to facilitate the mining of information from the Web. These Web sites generally represent computer-stored documents that a user can access to gain information regarding the subject matter of the particular site.

Brief Summary Text (7):

Furthermore, it might happen that in response to a query, the Web sites that are most pertinent to the query might not be returned at all. More specifically, a query might use terms that do not appear in the Web sites that are the most pertinent to the query. For example, the term "browser" does not appear at all in the Web sites for two of the currently most popular browsers. Instead, the Web sites use words other than "browser" to refer to the subject matter of the sites. Consequently, these sites would not be returned to a user who inputs the word "browser" to a search engine that uses a simple key word search strategy.

Brief Summary Text (9):

More particularly, a Web page points to other Web pages in the form of hyperlinks, which essentially are references in a first document (i.e., a first Web page) to other documents (i.e., other Web pages). A hyperlink affords a user the ability to select immediate access to another Web page by "clicking" on the hyperlink by means of a computer mouse or other pointing and clicking device. As recognized herein, such referring Web pages can be a rich source of terms that have been popularly associated with referred-to Web pages even if the referred-to Web pages do not themselves use the terms. Consequently, these terms can be used to improve Web search query results. The present invention further recognizes that the present principles of effectively diffusing features (in the form of terms) across a reference to a document (such as a hyperlink) are applicable not only to the Web but also to any body of linked documents, such as patents, academic papers, articles, books, emailings, etc.

Brief Summary Text (10):

Accordingly, it is an object of the present invention to provide a method and system for diffusing features across hyperlinks. Another object of the present

invention is to provide a method and system for ranking documents in a set of documents in response to a query. Still another object of the present invention is to provide a method and system for finding key words in a set of documents. Yet another object of the present invention is to provide a method and system for finding associations in computer-stored documents between document terms and query topics represented by one or more query terms. Another object of the present invention is to provide a method and system for Web searching that is easy to use and cost-effective.

Brief Summary Text (12):

The invention is a general purpose computer programmed according to the inventive steps herein to rank documents in a set of documents in response to a query. The invention can also be embodied as an article of manufacture--a machine component--that is used by a digital processing apparatus and which tangibly embodies a program of instructions that are executable by the digital processing apparatus to find associations in computer-stored documents between document terms and query topics. This invention is realized in a critical machine component that causes a digital processing apparatus to perform the inventive method steps herein.

Brief Summary Text (15):

Preferably, the computer also includes computer readable code means for ranking multiple documents based on respective numbers of times query terms are present within lexical distances of references in the documents. Additionally, the computer includes computer readable code means for receiving a set "U" of documents. Computer readable code means are provided for defining as neighbor documents "N(u)", for at least one test document "u" in the set "U", documents in the set "U" that include at least one reference to the test document "u". Moreover, computer readable code means determine, for at least one document term in at least one neighbor document "N(u)", whether the at least one document term is within a predetermined distance (i.e., within a predetermined number of terms) of a reference in the neighbor document "N(u)" to the test document "u". Per the present invention, computer readable code means then output a signal in response to the means for determining whether the at least one document term is within a predetermined distance of a reference. The means for outputting increments a counter associated with the at least one document term when the at least one document term is within a predetermined distance of a reference to the test document "u".

Brief Summary Text (16):

In addition to the above-summarized logic, the computer can also include computer readable code means for receiving a set "U" of documents in response to a query including one or more query terms, with each document

Brief Summary Text (19):

In still another aspect, a computer-implemented method is disclosed for finding associations in computer-stored documents between document terms and query topics represented by one or more query terms. In accordance with the present invention, the documents have respective document names. The method includes receiving at least a list of documents in response to the query terms, and then, when a document term and a document name are both found in a document within a predetermined distance of a query term, outputting a signal representative of an association between the document term and the query topic. A computer is also disclosed for executing the above-summarized method.

Brief Summary Text (20):

In another aspect, a computer includes a data storage device that in turn includes a computer usable medium having computer usable code means for ranking documents in a set of documents in response to a query. The computer usable code means have computer readable code means for receiving a set "U" of documents, and computer readable code means for, for at least one test document "u" in the set "U",

defining as neighbor documents "N(u)" documents in the set "U" that include at least one reference to the test document "u". Additionally, computer readable code means determine, for at least one document term in at least one neighbor document "N(u)", whether the document term is within a predetermined distance of a reference in the neighbor document "N(u)" to the test document "u". Computer readable code means then output a signal in response to the means for determining.

Drawing Description Text (5):

FIG. 3 is a flow chart of the logic for growing a list of Web sites that have been provided in response to a query;

Drawing Description Text (6):

FIG. 4 is a flow chart of the logic for returning "high quality" pages from a list of pages generated in response to a query;

Detailed Description Text (3):

The computer 12 accesses an Internet search engine 14. In one embodiment, the search engine 14 is made by Alta Vista, although it is to be understood that other search engines can be used. The search engine 14 accepts queries from the computer 12 and in response thereto returns to the computer 12 a list of computer-stored documents, and more particularly a list of Web sites 16, with which the computer 12 can communicate via the portion of the Internet known as the World Wide Web 18.

Detailed Description Text (25):

The query is forwarded to a search engine at block 84, and in response a document list is received back from the search engine. Moving to block 86, a bipartite graph $G=((T,U),E)$ is constructed having as its vertices the terms (T) and documents (U) returned at block 84, wherein T and U respectively represent a document term branch and a URL branch of the bipartite graph, and wherein E represents the edges between the branches.

Detailed Description Text (32):

While the particular FEATURE DIFFUSION ACROSS HYPERLINKS as herein shown and described in detail is fully capable of attaining the above-described objects of the invention, it is to be understood that it is the presently preferred embodiment of the present invention and is thus representative of the subject matter which is broadly contemplated by the present invention, that the scope of the present invention fully encompasses other embodiments which may become obvious to those skilled in the art, and that the scope of the present invention is accordingly to be limited by nothing other than the appended claims.

CLAIMS:

1. A computer including a data storage device including a computer usable medium having computer usable code means for ranking documents in a set of documents in response to a query, the computer usable code means having:

computer readable code means for identifying a reference to a second document in a first document;

computer readable code means for receiving a lexical distance, the lexical distance defining a number of document terms;

computer readable code means for receiving a query including one or more query terms; and

computer readable code means for determining a number of times at least one of the query terms is present in the first document within the lexical distance of the reference to the second document, for ranking the documents based thereon.

5. The computer of claim 1, further comprising:

computer readable code means for receiving a set "U" of documents;

computer readable code means for, for at least one test document "u" in the set "U", defining as neighbor documents "N(u)" documents in the set "U" that include at least one reference to the test document "u";

computer readable code means for determining, for at least one document term in at least one neighbor document "N(u)", whether the at least one document term is within a predetermined distance of a reference in the neighbor document "N(u)" to the test document "u"; and

computer readable code means for outputting a signal in response to the means for determining whether the at least one document term is within a predetermined distance of a reference.

7. The computer of claim 2, further comprising:

computer readable code means for receiving a set "U" of documents in response to a query including one or more query terms, each document containing one or more document terms; and

computer readable code means for defining a correlation between at least a first document and at least one document term when both the document term and a reference to the first document are within a predetermined distance of a query term in the at least one of the documents.

11. The computer program device of claim 9, wherein the method steps further comprise:

receiving a set "U" of documents in response to a query including one or more query terms; and

defining a correlation between at least a first document and at least one document term when both the document term and a reference to the first document are within a predetermined distance of a query term.

17. A computer-implemented method for finding associations in computer-stored documents between document terms and query topics represented by one or more query terms, the documents having respective references to referred-to documents, the method comprising the steps of:

receiving at least a list of documents in response to the query terms; and

when a document term and a reference to a referred-to document are both found in a document within a predetermined distance of a query term, outputting a signal representative of an association between the document term and the query topic.

24. A computer including a data storage device including a computer usable medium having computer usable code means for finding associations in computer-stored documents between document terms and query topics represented by one or more query terms, the documents having respective references to referred-to documents, the computer usable code means having:

computer readable code means for receiving at least a list of documents in response to the query terms; and

computer readable code means for outputting, when a document term and a reference to a referred-to document are both found in a document within a predetermined

distance of a query term, a signal representative of an association between the document term and the query topic.

31. The computer of claim 30, further comprising:

computer readable code means for receiving a set "U" of documents in response to a query including one or more query terms; and

computer readable code means for defining a correlation between at least a first document and at least one document term when both the document term and a reference to the first document are within a predetermined distance of a query term.

35. A computer including a data storage device including a computer usable medium having computer usable code means for ranking documents in a set of documents in response to a query, the computer usable code means having

computer readable code means for receiving a set "U" of documents;

computer readable code means for, for at least one test document "u" in the set "U", defining as neighbor documents "N(u)" documents in the set "U" that include at least one reference to the test document "u";

computer readable code means for determining, for at least one document term in at least one neighbor document "N(u)", whether the at least one document term is within a predetermined distance of a reference in the neighbor document "N(u)" to the test document "u"; and

computer readable code means for outputting a signal in response to the means for determining whether the at least one document term is within a predetermined distance of a reference.

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Search Results - Record(s) 1 through 10 of 19 returned.

☐ 1. Document ID: US 20030014331 A1

Using default format because multiple data bases are involved.

L6: Entry 1 of 19

File: PGPB

Jan 16, 2003

PGPUB-DOCUMENT-NUMBER: 20030014331

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20030014331 A1

TITLE: Affiliate marketing search facility for ranking merchants and recording referral commissions to affiliate sites based upon users' on-line activity

PUBLICATION-DATE: January 16, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Simons, Erik Neal	Calgary		CA	

US-CL-CURRENT: 705/27; 705/26, 707/7

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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☐ 2. Document ID: US 20020095331 A1

L6: Entry 2 of 19

File: PGPB

Jul 18, 2002

PGPUB-DOCUMENT-NUMBER: 20020095331

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20020095331 A1

TITLE: Pay-for-results based marketing

PUBLICATION-DATE: July 18, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Osman, Anas	Evanston	IL	US	
Usman, Azhar	Skokie	IL	US	

US-CL-CURRENT: 705/14; 705/1, 705/26

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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☐ 3. Document ID: US 20020029290 A1

L6: Entry 3 of 19

File: PGPB

Mar 7, 2002

PGPUB-DOCUMENT-NUMBER: 20020029290
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020029290 A1

TITLE: System and method for tracking affiliates and merchants

PUBLICATION-DATE: March 7, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Burema, Herman	Tokyo		JP	
Makino, Yoshia	Tokyo		JP	

US-CL-CURRENT: 709/238; 705/14, 705/26

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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☐ 4. Document ID: US 6769009 B1

L6: Entry 4 of 19

File: USPT

Jul 27, 2004

US-PAT-NO: 6769009
DOCUMENT-IDENTIFIER: US 6769009 B1

TITLE: Method and system for selecting a personalized set of information channels

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWIC	Draw. De
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☐ 5. Document ID: US 6763334 B1

L6: Entry 5 of 19

File: USPT

Jul 13, 2004

US-PAT-NO: 6763334
DOCUMENT-IDENTIFIER: US 6763334 B1

TITLE: System and method of arranging delivery of advertisements over a network such as the internet

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWIC	Draw. De
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☐ 6. Document ID: US 6658464 B2

L6: Entry 6 of 19

File: USPT

Dec 2, 2003

US-PAT-NO: 6658464

DOCUMENT-IDENTIFIER: US 6658464 B2

TITLE: User station software that controls transport, storage, and presentation of content from a remote source

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 7. Document ID: US 6594692 B1

L6: Entry 7 of 19

File: USPT

Jul 15, 2003

US-PAT-NO: 6594692

DOCUMENT-IDENTIFIER: US 6594692 B1

**** See image for Certificate of Correction ****

TITLE: Methods for transacting electronic commerce

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 8. Document ID: US 6253027 B1

L6: Entry 8 of 19

File: USPT

Jun 26, 2001

US-PAT-NO: 6253027

DOCUMENT-IDENTIFIER: US 6253027 B1

TITLE: System, method and article of manufacture for exchanging software and configuration data over a multichannel, extensible, flexible architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 9. Document ID: US 6178409 B1

L6: Entry 9 of 19

File: USPT

Jan 23, 2001

US-PAT-NO: 6178409

DOCUMENT-IDENTIFIER: US 6178409 B1

TITLE: System, method and article of manufacture for multiple-entry point virtual point of sale architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 10. Document ID: US 6119105 A

L6: Entry 10 of 19

File: USPT

Sep 12, 2000

US-PAT-NO: 6119105

DOCUMENT-IDENTIFIER: US 6119105 A

TITLE: System, method and article of manufacture for initiation of software distribution from a point of certificate creation utilizing an extensible, flexible architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGS	Draw. De
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Terms	Documents
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[Generate OACS](#)

Search Results - Record(s) 11 through 19 of 19 returned.

☐ 11. Document ID: US 6108639 A

Using default format because multiple data bases are involved.

L6: Entry 11 of 19

File: USPT

Aug 22, 2000

US-PAT-NO: 6108639

DOCUMENT-IDENTIFIER: US 6108639 A

TITLE: Conditional purchase offer (CPO) management system for collectibles

DATE-ISSUED: August 22, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Walker, Jay S.	Ridgefield	CT		
Van Luchene, Andrew S.	Norwalk	CT		

US-CL-CURRENT: 705/26; 705/27, 705/37

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	ICWC	Draw. De
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☐ 12. Document ID: US 6072870 A

L6: Entry 12 of 19

File: USPT

Jun 6, 2000

US-PAT-NO: 6072870

DOCUMENT-IDENTIFIER: US 6072870 A

TITLE: System, method and article of manufacture for a gateway payment architecture utilizing a multichannel, extensible, flexible architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	ICWC	Draw. De
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☐ 13. Document ID: US 6026379 A

L6: Entry 13 of 19

File: USPT

Feb 15, 2000

US-PAT-NO: 6026379

DOCUMENT-IDENTIFIER: US 6026379 A

TITLE: System, method and article of manufacture for managing transactions in a high availability system

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 14. Document ID: US 6016484 A

L6: Entry 14 of 19

File: USPT

Jan 18, 2000

US-PAT-NO: 6016484

DOCUMENT-IDENTIFIER: US 6016484 A

TITLE: System, method and article of manufacture for network electronic payment instrument and certification of payment and credit collection utilizing a payment

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 15. Document ID: US 6002767 A

L6: Entry 15 of 19

File: USPT

Dec 14, 1999

US-PAT-NO: 6002767

DOCUMENT-IDENTIFIER: US 6002767 A

**** See image for Certificate of Correction ****

TITLE: System, method and article of manufacture for a modular gateway server architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 16. Document ID: US 5987132 A

L6: Entry 16 of 19

File: USPT

Nov 16, 1999

US-PAT-NO: 5987132

DOCUMENT-IDENTIFIER: US 5987132 A

**** See image for Certificate of Correction ****

TITLE: System, method and article of manufacture for conditionally accepting a payment method utilizing an extensible, flexible architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference			Claims	KWMC	Draw. De
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☐ 17. Document ID: US 5943424 A

L6: Entry 17 of 19

File: USPT

Aug 24, 1999

US-PAT-NO: 5943424

DOCUMENT-IDENTIFIER: US 5943424 A

TITLE: System, method and article of manufacture for processing a plurality of transactions from a single initiation point on a multichannel, extensible, flexible

architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	KWIC	Draw. De
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☐ 18. Document ID: US 5889863 A

L6: Entry 18 of 19

File: USPT

Mar 30, 1999

US-PAT-NO: 5889863

DOCUMENT-IDENTIFIER: US 5889863 A

TITLE: System, method and article of manufacture for remote virtual point of sale processing utilizing a multichannel, extensible, flexible architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	KWIC	Draw. De
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☐ 19. Document ID: US 5850446 A

L6: Entry 19 of 19

File: USPT

Dec 15, 1998

US-PAT-NO: 5850446

DOCUMENT-IDENTIFIER: US 5850446 A

TITLE: System, method and article of manufacture for virtual point of sale processing utilizing an extensible, flexible architecture

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	KWIC	Draw. De
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